

Information Technology
Electronic Commerce/Web Page Design
Course Code # 3776
1 Credit

School Year _____

Term: ____Fall____Spring

Prerequisites: Keyboarding

Recommended Prerequisite: Internet Navigation Communication System

Student:	Grade:
Teacher:	School:
Number of Competencies in Course: 74	
Number of Competencies Mastered:	
Percent of Competencies Mastered:	

Standard 1.0 The student will evaluate the effectiveness of various types of electronic commerce—as an evolving new medium—from a business and communication perspective.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Locate different types of electronic commerce sites on the Internet.			
1.2	Analyze the advantages and disadvantages of electronic commerce as a business tool.			
1.3	Assess different approaches to electronic commerce.			
1.4	Analyze the changing nature of business.			

Standard 2.0 The student will demonstrate an awareness of the social, legal and ethical issues in conjunction with electronic commerce, the Internet and the World Wide Web.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Evaluate the concepts of ethics and integrity as related to the business environment.			
2.2	Balance employee privacy rights with employer obligations to provide a safe working and professional environment.			
2.3	Demonstrate proper etiquette and knowledge of acceptable use policies when using networks the Internet and intranet.			
2.4	Model respect of electronic property when manipulating, morphing, or editing graphics, video, text and sound.			
2.5	Examine copyright laws and issues.			
2.6	Model the ethical acquisition and use of digital information; practice established methods to cite sources.			
2.7	Assess electronic commerce Web security, including secure sockets layer, hypertext Transport Protocol Secure, encryption key, digital certificate, spoofing, firewall, digital cash and smart cards.			

Standard 3.0 The student will distinguish between personal and business services available through electronic commerce.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Evaluate information on career planning published on the Internet.			
3.2	Compare a variety of job listings relating to electronic commerce.			
3.3	Research educational institutions and correlate these with your career plans.			
3.4	Assemble an electronic portfolio/resume.			
3.5	Locate banks that have online banking and access their services.			
3.6	Compare real estate and mortgage companies located on the Internet.			
3.7	Investigate online insurance companies for comparison-shopping.			
3.8	Evaluate tax preparation businesses.			
3.9	Explore and investigate the role of IRS (Internal Revenue Service) and the process for filing taxes electronically.			
3.10	Search for government agencies that assist individuals and businesses.			
3.11	Identify and track several businesses on the stock market.			

Standard 4.0 The student will become knowledgeable of various types of online organizations and companies used to conduct business transactions.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Access online malls around the world.			
4.2	Use the Internet to research car manufacturers.			
4.3	Assess a variety of business suppliers and evaluate the effectiveness of the components of electronic commerce beyond banner ad sites that do business on the Web.			
4.4	Investigate online auction services using auction search engines.			
4.5	Search the Internet for online at-home shopping.			
4.6	Compare presentation designs used by a variety of businesses.			
4.7	Simulate purchasing a product and follow its delivery status online.			
4.8	Discuss the types and importance of banner ads and hit counters.			
4.9	Assess e-mail services and discuss how to use e-mail for business promotion.			
4.10	Evaluate search engines and determine how to subscribe.			
4.11	Research companies that use the Internet to do business globally.			
4.12	Compare and contrast Internet, intranets and extranets.			

Standard 5.0 The student will integrate the elements of effective communication into team building techniques.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Formulate rules for effectively communicating information to electronic commerce team members.			
5.2	Participate in building a team.			
5.3	Derive and interpret information presented by the electronic commerce teams.			

Standard 6.0 Students will develop a basic electronic commerce Web site.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Discuss and compare the components for developing an electronic commerce Web site and the methods used.			
6.2	Create an electronic commercial Web site.			
6.3	Evaluate the elements of this Web site for design effectiveness.			

Standard 7.0 The student will demonstrate the fundamentals of Web design and site preparation.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Distinguish the relationship between Web design, the Web site and the World Wide Web.			
7.2	Examine Markup Languages and their impact on the Web.			
7.3	Interpret procedures used in developing a storyboard.			
7.4	Analyze the procedures for planning, writing, editing, linking and printing Markup Language.			
7.5	Analyze the parts of Web design, including design, evaluation, information design interaction design and presentation design.			

Standard 8.0 The student will demonstrate the ability to manipulate Markup Language text.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Manipulate Markup Language text by using tags to create ordered and unordered lists.			
8.2	Format text; work with fonts while using the appropriate Markup Language tags.			
8.3	Control alignments, white space and borders to enhance the look of a Web page.			
8.4	Create tables in the Markup Language format.			
8.5	Add appropriate color to a formatted Web page.			

Standard 9.0 The students will manipulate graphics and multimedia in Web design.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Analyze the concept of graphic images.			
9.2	Insert inline graphics.			
9.3	Resize a graphic image.			
9.4	Link graphics.			
9.5	Set hot spots.			
9.6	Create an image map.			
9.7	Insert multimedia files.			

Standard 10.0 The students will use Markup Language tags to construct forms to control input.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Complete the process of planning a form.			
10.2	Create a text entry field.			
10.3	Develop and manipulate radio buttons, checkboxes, scroll boxes and pull-down menus.			
10.4	Use push buttons with preset values.			

Standard 11.0 The student will explore the changing dynamics of Markup Languages.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Explore and incorporate the use of changing aspects of Markup Languages, such as HTML, DHTML and Structuring Data with XML.			
11.2	Increase Web site traffic through the use of Internet browsers and search engines.			
11.3	Incorporate the use of dynamic features.			

Standard 12.0 The students will add scripting features to their Markup Language Web page.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Practice the fundamentals of scripting.			
12.2	Create a script using the <script> Markup Language tags.			
12.3	Apply Java scripts, objects, event handlers, functions, variables and conditionals.			

Standard 13.0 The student will demonstrate organizational and professional leadership skills.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
13.1	Demonstrate self-initiative through group projects.			
13.2	Examine the value of leadership skills.			
13.3	Illustrate image building and public relations techniques.			
13.4	Assess decision-making skills.			
13.5	Demonstrate effective teamwork applying conflict resolution techniques.			
13.6	Demonstrate parliamentary procedure skills through group activities.			
13.7	Analyze the goals and apply the principles of Business Professionals of America and/or Future Business Leaders of America.			

Additional comments: _____